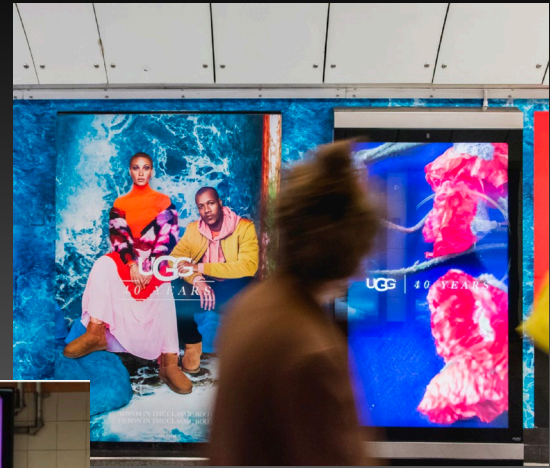


**Is More Media Made For  
Subways  
than  
TV and Cinema**

And does it make more \$\$\$

# Let's go Vertical



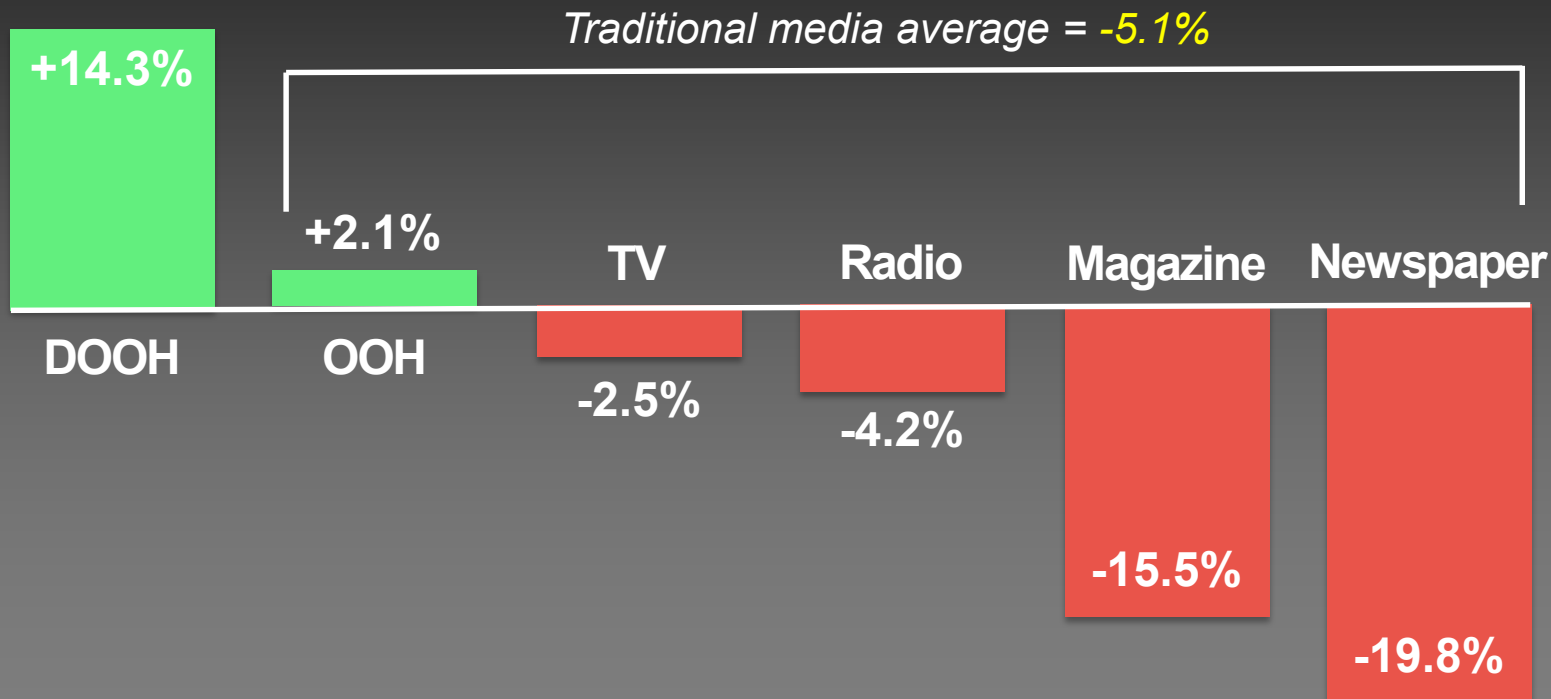
# Digital Out Of Home

- **DOOH Screens**

- Over 10% year on year growth
- 2018 estimate ~ \$14.6billion
- Currently ~ 40% reach in US alone
- 11-18% world wide reach 2018
- Where and Why



# Digital Out Of Home



# Digital Out Of Home

- **Numbers – 2017/8**
  - 21% billboards are now digital
  - 37% see digital billboards at least once a week
  - DOOH now 50% share of UK OOH ad-spend

# Digital Out Of Home - London

- **Transport for London (TfL)**
  - 1.35billion carried every year and growing
  - Over 4.5million every day
  - Busiest day ever 4.7million
  - Ad-slots targeting time, demographic, location...
  - Digital Ribbons Rule!!







# Digital Out Of Home - London

How many know facial recognition is also in use?

Movember Foundation  
Campaign

*"Your moustache looks good"*



# Digital Out Of Home - London

How many know facial recognition is also in use?

Movember Foundation  
Campaign

*“Your moustache looks good”*

Can't wait for the  
comments to this guy!





# Digital Out Of Home – New York

- **LyncNYC**

- Over 1600 units so far

- Connected display

- High resolution

- HDR capable





# Digital Out Of Home – New York

- LyncNYC
  - Free internet
  - Free calls in USA
  - Free Device charging
  - 911 direct calls



# Digital Out Of Home – New York

- LyncNYC
  - Free internet
  - Free calls in USA
  - Free Device charging
  - 911 direct calls
  - Local information



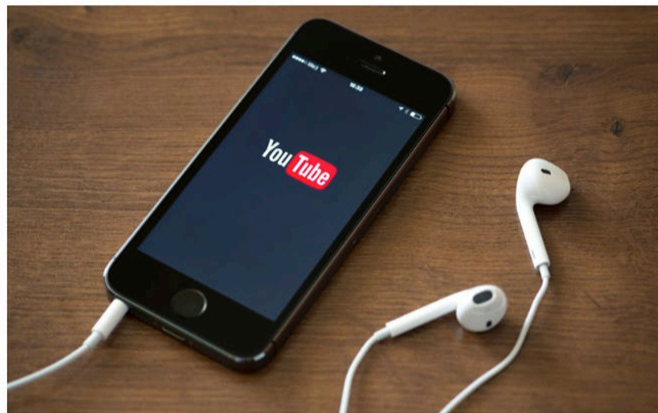


**Be careful what you joke about...**  
**...today's laugh is tomorrow's income**



# YouTube will now show vertical ads

70 percent of watch time on the platform happens on mobile anyway.



Anatolii Babii via Getty Images

Over the past few months, YouTube has made watching vertical videos feel more natural on the platform. It first gave mobile users the ability watch full-sized vertical content without black bars last year before rolling out the feature to the web in July 2018. Now, YouTube wants to make sure it can provide a seamless mobile viewing experience by allowing brands and companies to serve vertical video ads. If the YouTube player senses that the viewer is watching on mobile, the ad expands based on the video's dimensions.

Vertical ads will appear larger than landscape ads on mobile and will occupy 75 percent of the screen -- tapping on it will expand it even further

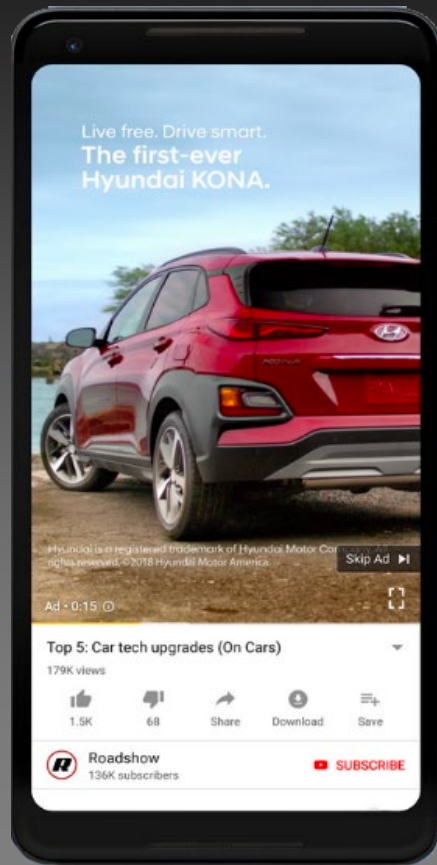




# Don't squeeze my stuff

“...the update allows YouTube to properly display vertical video, filling up the whole screen instead of the usual heavy letterboxing”

“...video will *"dynamically adapt to whatever size you choose to watch it in..."*



Will 9:16 become the aspect ratio of choice?

# Don't squeeze my stuff



Will 9:16 become the  
aspect ratio of choice?

# But we can be creative



# The Place for Landscape...



*“We understand the importance of finding a way to communicate when a person is most open to receiving information. The best moment to do this is when a person cannot escape to do something else, and can only focus on your message.”*

**Dutch toilet startup Mr. Friendly**

# Are you taking the P...!





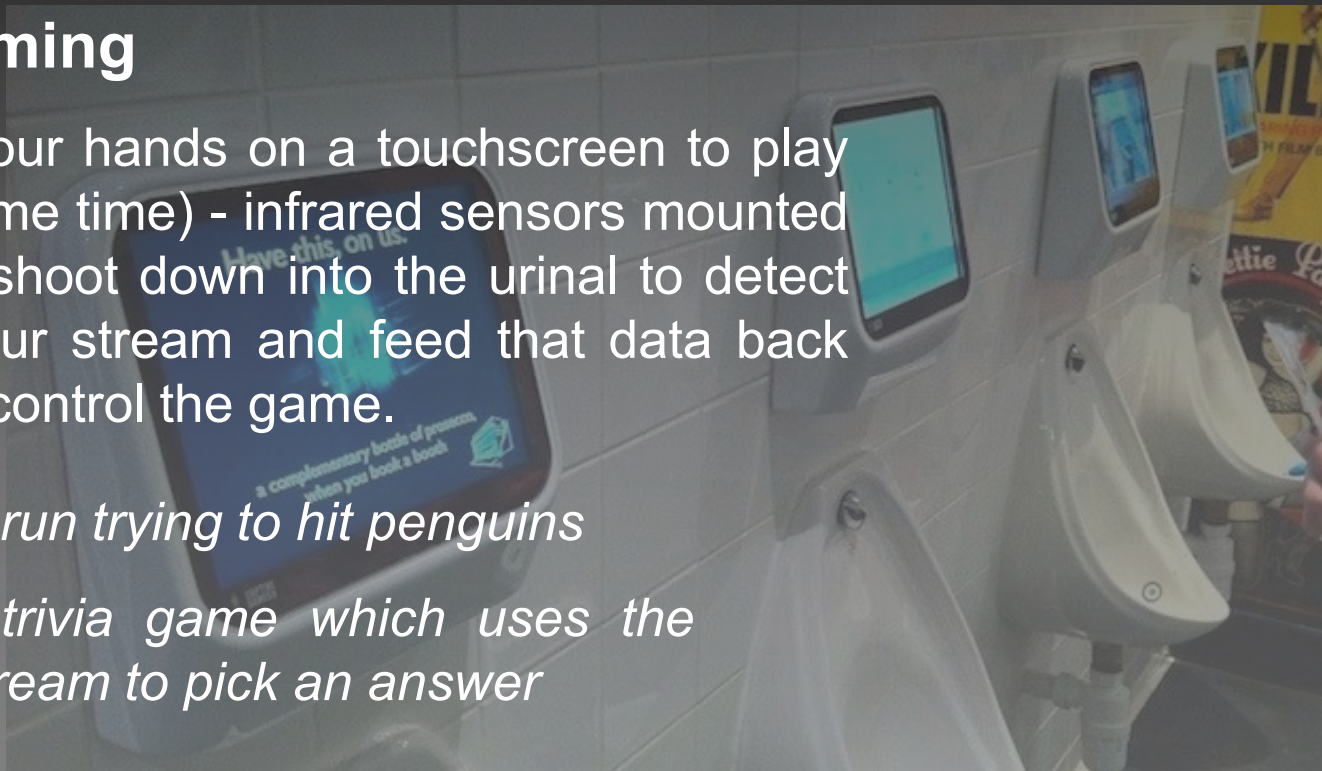
# Are you taking the P...!

## Extreme Streaming

Instead of using your hands on a touchscreen to play (and pee at the same time) - infrared sensors mounted below the screen shoot down into the urinal to detect the direction of your stream and feed that data back into the system to control the game.

***On the Piste** - Ski run trying to hit penguins*

***Clever Dick** - a trivia game which uses the direction of your stream to pick an answer*





sky cinema

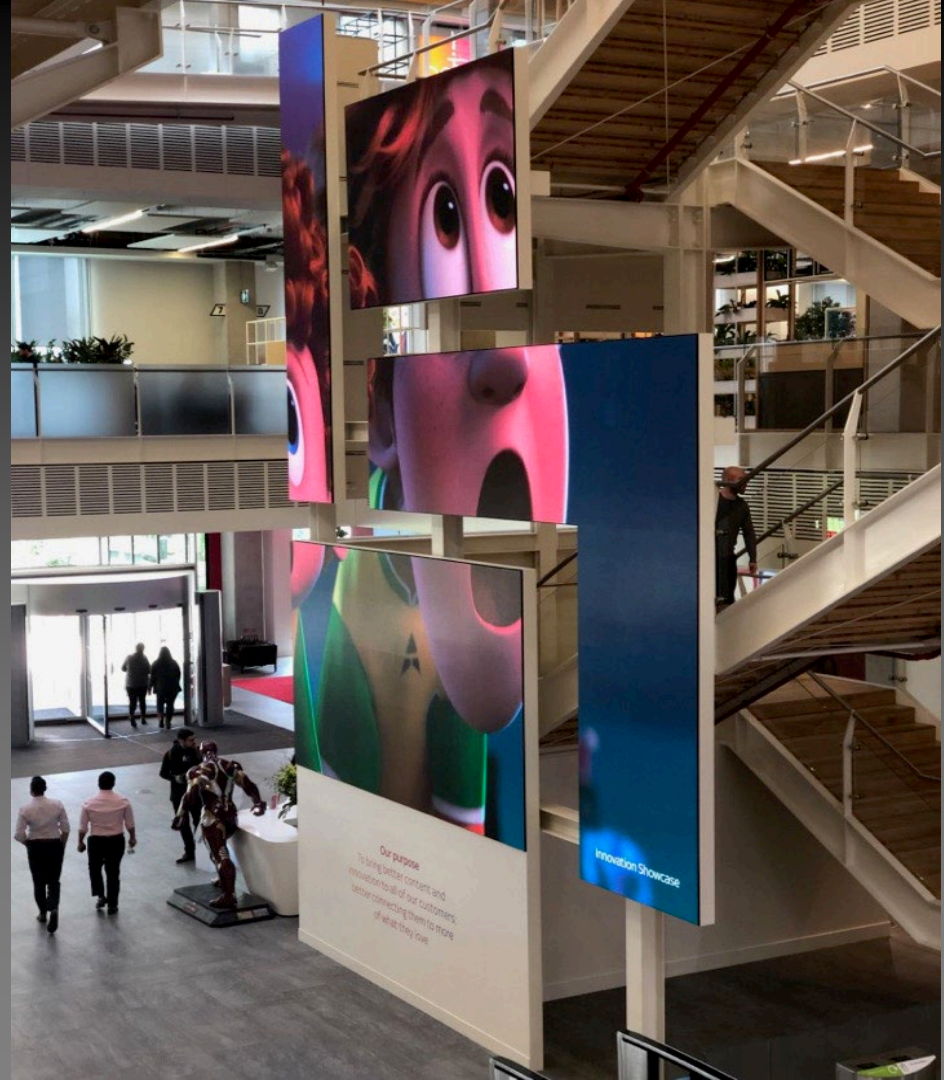
2-25 RECAST IN 2019 TO 1.2% WHICH IS THE LOWEST

Our purpose  
is to bring better content  
to our customers at all times  
and for connecting them  
to what they want.

CANNON & CANNON  
Creative Technology & Content  
LTD. 2019



# Spot my movie!





# Are there any Standards

- DPAA
  - Digital Place Based Advertising Association
  - Technical Specifications - I like the TSP idea 😊
  - Creative Specifications



# Are there any Standards

- DPAA
  - 1080 x 1920 Specified!

Size	Name	File Format	Codec	Ratio	Maximum FPS	Audio Codec	Max File Size	Animation Length (seconds)
1080 x 1920	Video	.mov, .mp4	H.264, Apple ProRes	9:16	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
1920 x 1080	Video	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
VAST	IAB VAST	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	6, 15, or 30
1920 x 1080p Cinema	Cinema Video	.mov, .mp4	Apple ProRes 422HQ	16:9, 1.85, 2.35	23.98	AAC or AC-3	Unlimited	8, 10, 15, 30, 60, 90, or 120s
640 x 480	Video	.mov, .mp4	H.264, Apple ProRes	4:3	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30

# **SMPTE DOOH**

- **Sure it won't be long**



# Just before lunch



**Add your content here?**



